

DCBID Marketing Department Activity, Week of 1/5/15

M+A

FLASH Drives

- Managed production and Artwork Approval and coordinated delivery with Vendor. Agency received on 1.08.14 and plans to bring to Monday 1.12.15 MTG.

Website

- Reviewed BETA 2 Site with Client, and developing final BETA 2 Feedback for Vendor.

CTO Video

- Revised timeline to accommodate a more thorough approach to next cut due in Jan.

CTO Booklet

- Working with Cartifact on a quote and timeline for a Map Insert to the Booklet. Provided design guidance and list of Creative/Tech tenants for map content.

Q4 Newsletter

- Complete. Distribution ongoing.

DCBID Wayfinding Signage

- Agency to provide feedback at 1.12.15 MTG.

Solar Belly Press Release

- Agency coordinating interview between Brigham Yen and Suzanne. Following Brigham's story publishing, Agency will distribute the press release to targeted media list.

Nick Griffin Announcement Press Release

- In development.

Carol Interview with LABJ

- Agency is currently coordinating an interview for Carol with Bethany Firnhaber of the LABJ for the publication's Quarterly Real Estate Report.

Mike

- Closed and cleaned kitchen, filled dishwasher, restocked fridge and supplies, as needed.

Marketing

- Approved and edited info for event listings, specials, and happy hours on DowntownLA.com.
- Approved and edited business listings on DowntownLA.com.
- Researched events to post to DowntownLA.com.
- Continued cleaning up database for website.
- Processed invoices for Marketing / Econ Dev.
- Monitored social media traffic.
- Scheduled social media posts for the week.
- Responded to business and visitor requests for information.
- Meeting: Weekly Marketing Meeting with Macy + Assoc.
- Continued to update business/event database in WP.

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- Sent out Housing Tour reminder emails.
- Assisted Jessica w/housing tour sign in sheets, etc.
- Meeting: Weekly Guide Meeting
- Started prep and contacts for Marketing Roundtable meeting.
- Took a tour of possible new info kiosk with Suzanne.
- Designed and sent out January E-News.
- Prepped Ambassadors for Brookfield event.

Economic Development

- Updated Outlook contact list with new contacts and updates to existing contacts.
- Printed/updated materials for and compiled membership packets.
- Assisted Nick as needed with office move-in.